

9 Ways to Grow Healthy Colorado Kids



Using consistent messaging to prevent early childhood obesity

Purpose of Messaging

- To deliver nine Colorado consumer-tested, evidence-based messages that address eight maternal and early childhood health and behavioral factors found most promising in preventing early childhood obesity.
- For health advocates to all *Speak with One Voice* to unify the messages individuals and families hear, see and potentially act on.
- To align with goals (health equity across lifespan and all populations) and guiding principles of Colorado's life course approach to prevent early childhood obesity.
- To offer comprehensive messaging that complements messaging currently used in communities, such as *Let's Go 5.2.1.0*.
- To ensure pregnant women and families with infants and young children hear consistent messages in multiple settings and from community members who influence health behaviors.
- To engage diverse stakeholders and members of the target populations: low-income mothers, fathers, pregnant women, grandparents and children before birth through age five years in the testing and creation of the messaging.

Using the Messages

Health care, public service, early care and education programs

- Incorporate messages into group discussion/interactive classes
- Use messages in counseling sessions
- Create or enhance a social marketing campaign featuring the messages
- Collaborate with partners in other programs to strengthen reach and results
- Disseminate messaging materials to potential partners
- Present the messages to other audiences
- Incorporate messages into parent education
- Help parents become involved with their child's health

Accessing Supporting Materials

Visit the **One Stop ECOP Shop website** at www.colorado.gov/cdphe/ecop for

- Messaging toolkit including poster, consumer handouts, and provider newsletter templates
- Forms to order a limited number of posters and handouts
- Links to provider and consumer websites
- Past webinars on individual messaging topics (e.g. maternal wellness, diabetes prevention)

Messaging Posters at a Glance



Project History by Timeline

